



Graphic Designer

Volunteer Position Specification

for

Artists for Kids Culture

Artists for Kids culture

Organisation background

Artists for Kids Culture is a provider of support for children experiencing hardship Australia wide. Located in St Kilda and employing two staff and a volunteer team of 50 it runs programs that enable children access to artistic and cultural pursuits. It is a responsive and agile community organisation. In achieving its vision that opportunities are important for every child and that they demonstrate benefits in both learning and social skills, AKC is guided by its own motivation and purpose to provide benefit to children experiencing hardship.

AKC has two distinct programs: AKC Grants and AKC artsbus. AKC Grants support children to participate in artistic pursuits such as art, dance, music and theatre. The AKC artsbus is a mobile arts studio, theatre and music space, enabling AKC to facilitate meaningful, thoughtful and therapeutic arts activities at the places where children reside.

Artists, sponsors, philanthropic foundations and the art loving community support AKC. Professional artists donate art and the works are auctioned at a gala event each year. The AKC Art Auction is very popular event on the Melbourne art calendar.

Your Opportunity

By joining our team, you will be supported by an awesome team of volunteers who have the same passion and dedication for children and art. As most of our volunteers are long term, you will have a continuous team of colleagues and friends to develop with. You will hear great stories of people we have helped and have the firsthand information on the exciting new programs and events that are incubating.

We respect people grow in different ways and have other commitments in life. Our staff enjoy working flexible hours with a mix of working from home and the office. We are a results-driven organisation and our volunteer roles are very flexible.

position specification

<p>position</p>	<p>Graphic Designer Volunteer</p>
<p>reporting relationships</p>	<p>Reports to:</p> <ul style="list-style-type: none"> • AKC Director • AKC artsbus Program Manager <p>Key Internal Relationships:</p> <ul style="list-style-type: none"> • AKC Committee • AKC Board members • Volunteer Social Media Manager • artsbus volunteers • leaders and coordinators across the organisation • other members of the AKC Marketing team
<p>term</p>	<ul style="list-style-type: none"> • On-going – part time – volunteer • Role Commitment: 4-6 hours/fortnight • Duration of position: minimum 6 months
<p>location</p>	<ul style="list-style-type: none"> • St Kilda, Victoria • Online work-from-home arrangements
<p>position purpose</p>	<p>The Graphic Designer/s are in the volunteer marketing team, responsible for communicating artsbus and AKC news, events and opportunities through articles, videos or images that resonate with our mission and values. Social media and electronic direct mail (EDM) communication is important for the artsbus to inform, promote, and appeal to our audiences. With thoughtful graphic design, the artsbus can promote accessible events, increase the reach of our programs, and raise awareness for our mission.</p> <p>As a graphic designer you'll be creating and assessing a lot of visual content. If you know how to make things readable, appealing and snazzy looking, then this role is for you! You'll be working and liaising with the AKC artsbus Program Manager and AKC Director, as well as other marketing volunteers. This role is primarily focused on creating and editing visual content for digital marketing channels such as Instagram, Facebook, e-Newsletters, Eventbrite and printed graphics such as flyers. There may also be opportunities to edit photos, accentuate AKC documents, and create customised AKC merchandise. All of these tasks will be completed while holding AKC values in mind, to help contribute to a conscious, thoughtful and progressive space for everyone at AKC.</p>
<p>position supports</p>	<p>Artists for Kids Culture has strong media and public relations built over twenty-five years. As a volunteer, you will have access to mentoring opportunities from professionals in marketing, media, PR, and non-profit sectors.</p> <p>Being a volunteer at AKC allows you to be part of making positive change through the arts. You will be given responsibility to research and help us create a strong brand. Through the work that we do, you have the opportunity to learn, teach and grow, both personally and professionally.</p>

<p>key responsibilities</p>	<ul style="list-style-type: none"> • Creating, handling and editing visual artefacts for AKC artsbus promotion and documentation : • Editing photos from events (watermarking, etc) • Designing a flyer for each event (from a template) for screen and print • Arranging and creating promotional material (brochures, exhibitions booklets, flyers etc.) • Following a brief & actioning feedback • Engaging in the way AKC promotes and presents • Preparing graphics to go on social media / our website (GIF, Image, Video, Callouts etc) • Shape the AKC artsbus brand through understanding who we are, our values and our mission • Ensure all tasks are completed in a timely fashion <p><u>Organisation responsibilities:</u></p> <ul style="list-style-type: none"> • Be responsive/proactive in communication • A 20-30 minute check-in with the AKC artsbus Program Manager every two weeks • Attendance at monthly artsbus Committee Meetings is encouraged <p>The existing social media channels include: Instagram: @akc_artsbus @artistsforkidsculture Facebook: facebook.com/artistsforkidsculture/ and facebook.com/AKCartsbus</p>
<p>core competencies</p>	
<p>skills</p>	<p>We're seeking a passionate and motivated individual. You certainly don't have to know it all - we are looking for someone who has;</p> <ul style="list-style-type: none"> • Design Skills: <ul style="list-style-type: none"> • Creativity • Knowledge of typeface and Iconography • Ability to stick to a palette, brand and brief • Understanding of hierarchy, colour and contrast • Software Skills: <ul style="list-style-type: none"> • Canva • Adobe Suite (favourable but not required) • Google Drive / Dropbox • Microsoft Word • Other Skills/Qualities: <ul style="list-style-type: none"> • Strong oral and written communication skills; and • Lateral thinker with the ability to innovate and contribute strategically • Ability to prioritise and meet deadlines • Ability to revise systems and establish new ones where required
<p>knowledge / experience</p>	<ul style="list-style-type: none"> • Appreciation of the challenges of smaller not-for-profit organisations • Demonstrated experience in creating graphics for social media

<p>qualifications</p>	<ul style="list-style-type: none"> • Visual communications, marketing or graphic design qualification is valued though not essential
<p>values / attitude</p>	<ul style="list-style-type: none"> • Honest, ethical and professional • Passionate about the arts and community engagement • Strategic and continuous improvement mindset • Collaborative • Resilient and adaptable • Committed to personal and professional development • Interest in and appreciation for cultural diversity • Commitment to social justice and supporting disadvantaged communities • Commitment to Child Safety principals
<p>equal opportunity</p>	<p>Artists for Kids Culture is an equal opportunity organisation that is committed to diversity and inclusion in the arts. We encourage applicants from all backgrounds and prohibit discrimination and harassment of any kind based on race, colour, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.</p> <p>If there is anything AKC can do to make this role more comfortable and accessible, please get in touch with the AKC artsbus Program Manager, Gen, via artsbus@akc.org.au or call/text 0478 814 840.</p>
<p>child safety</p>	<p>AKC is committed to safety and wellbeing of all children and young people. AKC has zero tolerance for child abuse and is committed to providing a child safe environment where children and young people are safe and feel safe, and their voices are heard about decisions that affect their lives.</p> <p>Every person involved in AKC has a responsibility to understand the important and specific role they play individually and collectively to ensure that the wellbeing and safety of all children and young people is at the forefront of all they do and every decision they make.</p>
<p>application process</p> <p>Applications open 1 Feb 2022. Please apply as soon as possible using the form here: https://forms.monday.com/forms/92404ff3ccac8d9c2825f7c4ca8f9755?r=use1</p> <p>Contact Gen Townsend AKC artsbus Program Manager artsbus@akc.org.au 0478 814 840</p> <p>If you are successful in making it to the final stage of the process, we will request that you provide us with two work related referees and allow Artists for Kids Culture to check WWCC and undertake a police check.</p>	